

IMB: The 3 Scariest Letters in Mailing

**3rd of the 4th Thursday
XDU Lunch & Learn Webinars!**

Welcome!



XPLOR Document University Lunch & Learn Webinars!

The Panel

- Host: Pat McGrew, EDP – Kodak –
Pat.McGrew@kodak.com
- Mike Porter - Print/Mail Consultants 
- Pete D'Amato - Pitney Bowes/Emtex
- Adam Armstrong – Solimar Systems
- Richard J. Daigle
– Marketing Specialist, Business Mail Entry & Payment Technologies, USPS Headquarters

And... you!



IMB

Intelligent Mail Bar Code

- USPS
- Updates mail tracking capabilities



#1

IMB: The 3 Scariest Letters in Mailing

- 1. We're hearing about IMB implementation at all of the conferences we go to and reading about it on website, but the May 2009 rate card from the USPS tells us that you only get a .003 per piece discount. Is this worth the trouble?



#3

IMB: The 3 Scariest Letters in Mailing

- 2. Are customers - the ones paying for the mailing from their budgets - asking about IMB implementation and the discounts they can expect?



IMB: The 3 Scariest Letters in Mailing

- 3. Should mailers just wait and do nothing since the discount is so stingy?



IMB: The 3 Scariest Letters in Mailing

- 4. Does the current economy have anything to do with how many major mailers will invest in being ready for the IMB world?

Xplor
International

IMB: The 3 Scariest Letters in Mailing

- 5. Some say there is no real value of tracking in the IMB world – what do you thin?

Xplor
International



Read More About It

- RIBBS: ribbs.usps.com
- DMM Advisory – newsletter for commercial mailers:
pe.usps.com/dmmAdvisory.asp
- Intelligent Mail Barcode Benefits calculator (remember to click 'ACCEPT') on the RIBBS website



4th Thursday

XDU Lunch & Learn Webinars! Come back July 23 at 1PM Eastern

MARK YOUR CALENDARS for the 4th Thursday of every month as Xplor is turning the volume up to 11 with the new series of "Lunch and Learn" Webinars structured around great panelists, great topics, and your participation.

These webinars are free courtesy of the Xplor Document University powered by Kodak. Each webinar will be scheduled at 1:00 PM Eastern, Noon Central, 11:00 AM Mountain and 10:00 AM Pacific times for frank discussions. Here is a sample of just some of the topics:

•Regulatory requirements for customer facing documents

NEXT – Rights management



**XPLOR Document University Lunch &
Learn Webinars!**